Introducing the MCIA Market Intelligence Portal (**MIP**)

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We are pleased to introduce a major advancement for the UK motorcycle industry — the MCIA Market Intelligence Portal (MIP).

This portal has been developed to give our members smarter insights, faster access to information, and a much clearer view of the market.

Whether you're a manufacturer, service provider, or part of the wider industry ecosystem, the MIP represents a significant shift in how we gather and use data to make informed decisions.

Why We Created the MIP

For years, the industry has relied on static reporting methods such as PDFs and Excel spreadsheets. While these still have value, they're increasingly insufficient for today's needs.

They are time-consuming to produce, difficult to customise, and not easily explored or updated without considerable manual work.

The MIP changes that. It's dynamic, regularly updated, and intuitive to use. It removes many of the common barriers to working with large and complex datasets — especially those like vehicle parc.

What is the MCIA MIP?

The MIP is a secure, web-based tool built specifically for our sector.

It offers interactive access to rich data sources, as close to real-time as each dataset allows.

With it, you can explore, filter, and visualise the information most relevant to your part of the market.

It's designed to be easy to use, even for those who are not data specialists.

The Four Core Datasets

At launch, the MIP brings together **four cornerstone data areas**, each offering a unique lens on the market:

1. **New Vehicle Registrations**
    This dataset lets you track market activity as it happens — from brand performance to fuel type shifts and seasonal patterns.
    You can filter by month, year, segment, or brand to understand what's moving in the market right now.

2. **Vehicle Parc**
    A crucial dataset that shows what's actually in use on the road.
    This helps inform parts planning, servicing needs, and long-term fleet trends.
    It can be broken down by region, age, style, and more.

3. **Used Market Transactions**
    Understanding the used market is essential for gauging demand and customer behaviour.
   Here, you can drill into transactions by make, model, age, or volume to see what's selling and how retained interest is evolving.

4. **Test Passes**
    This dataset offers early insight into how many new riders are entering the market.
    It allows analysis by age, gender, licence category, and region — providing indicators of future demand and changes in the rider base.

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Example
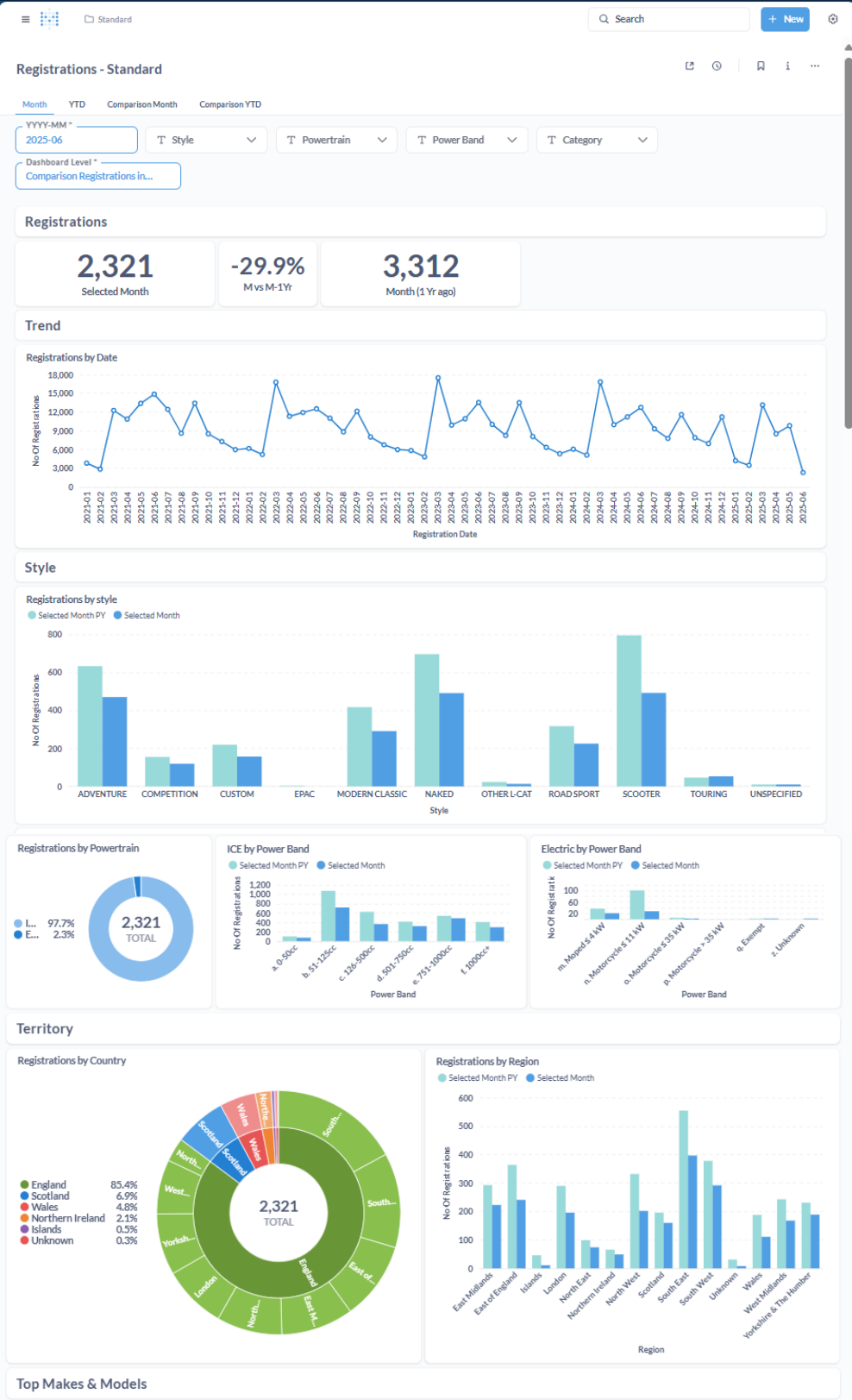
What Are the Benefits?

- The MIP is designed to **save you time** and **enhance decision-making**. Whether you're building a strategy, managing operations, or responding to shifts in the market, the portal gives you direct access to the insights you need.

- It's user-friendly yet powerful — enabling quick answers without needing to rely on manual reporting or repeated data requests.

Looking Ahead —
The Future Evolution

The MIP is not a fixed product. Its real power will come from how it evolves — and that's something we want to shape *with you*.

We're inviting all users to share their feedback and ideas. If there's a report you're always creating manually, a filter that would make your job easier, or a visualisation that would save time — let us know.

Your input will directly influence the development roadmap, helping us ensure the MIP remains practical, relevant, and future-proofed.

Summary

- The MIP transforms how we engage with industry data

- It combines four essential datasets into one accessible portal

- It's secure, intuitive, and purpose-built for our sector

- It represents outstanding value and a smarter, long-term approach to data

- We're excited to share this with you and look forward to seeing how it helps you and your teams work more efficiently and insightfully.